raw las vegas
Stripping away fantasy to expose authentic identity

Learning objectives:

1. Learn how thoughtful urbanism can also redefine cities in arid climates.
2. Gain insight into landscape architectural construction that employs cutting edge fabrication techniques.
3. Understand how to manage client expectations to achieve appropriate and forward-thinking design interventions.
4. Become inspired by the struggles and perseverance required to realize projects of this scale and significance.

Educational Session: FRI-D01
ASLA 2014 Annual Meeting Denver
November 6th, 3:30 PM - 5:00 PM
McCormick Place, E253AB, Level 2
The iconic Las Vegas Strip is undergoing a transformation. The car is no longer king.

!melk is designing an unprecedented public realm that, while tying to the City's original geomorphology, showcases the latest in construction and sustainability techniques, and provides a truly authentic identity for a place steeped in fantasy.

chapters:

I. History: Geographic and Historic Context of Las Vegas
II. Vegas 1.0: Cars and the Mafia
III. Vegas 2.0: Families and Theme Parks
IV. Vegas 3.0: A real City
V. The new Las Vegas Strip: !melk’s call to action
Emily Bauer
Associate

Emily is a landscape architectural designer grounded in the sciences. She is a vital part of !melk and contributes to the positive and collaborative energy that bounces off the walls of the office. She received her bachelor’s degree in Ecology and Evolutionary Biology, and while pursuing her Masters degree in Landscape Architecture at Cornell University, she taught biology laboratory. Emily draws inspiration from natural processes and applies them to both conceptual development and design execution, contributing to !melk’s projects worldwide. The complexity and uniqueness of every project drives Emily to continue designing functional and creative places that work in our dynamic world.

Jerry van Eyck
RLA, ASLA
Founder & Principal

!melk’s founding principal Jerry van Eyck possesses an unusual breadth and depth of skills that he applies to every project under his purview. Originally trained as an industrial designer, he approaches each commission balancing both the macro-scale – how public space fits into the larger context of a city’s fabric and the urban experience, with the micro - materiality, ornamentation, and pattern as expressed through custom furniture, lighting, paving, and other details that provide each project its own singular identity. Having worked in the Netherlands for the first part of his career, his methodology for each project is rooted in a pragmatic yet imaginative approach, always emphasizing contextuality.

Jerry believes that each project offers an opportunity unique unto itself, and this requires a “universal mindset” that rejects a formulaic approach. With !melk, he has garnered a reputation as a specialist in the design of complex urban interventions that act as catalysts for economic development. Many of Jerry’s projects focus on innovative solutions for urban revitalization in complex and often historic settings.

Jerry is an adjunct professor of Landscape Architecture at the University of Pennsylvania. He is a globally respected lecturer giving talks around the world and has served as a visiting critic at Harvard University’s GSD, the Yale School of Architecture, and Columbia University’s GSAPP, among others. Currently, Jerry is a member of the Board of Governors of the Frank Lloyd Wright School of Architecture and of the United States General Services Administration’s National Register of Peer Professionals.

Yadiel Rivera-Diaz
ASLA
Senior Associate

Yadiel is a Senior Landscape and Urban Designer at !melk. He received his masters in Landscape Architecture and Architecture from the University of Pennsylvania where he received numerous recognitions for his design work. He holds a BA from the University of Puerto Rico in Environmental Design. As a key player at !melk, he has worked as project manager for the Master Plan of Las Vegas Boulevard, and Crocker Park in Sacramento, among many other projects. Yadiel’s multidisciplinary background provides a foundation for his work in public spaces, imparting an understanding of the relationship of constructed environments, urban fabric and natural systems. He is a lecturer in the department of Landscape Architecture and Regional Planning of the University of Pennsylvania.